Exploration of New Tourist Generating Markets

1679. MISS SAROJ KHAPARDE: Will the Minister of PARLIAMENTARY AFFAIRS AND TOURISM be pleased to state:

(a) whether it is a fact that Government are contemplating to explore new tourist generating markets particularly in the Middle East, South East and East Asian countries having cultural affinity with India during the Seventh Five Year Plan period;

(b) if so, what are the details thereof;

(c) what are the names of the countries identified for the purpose; and

(d) what steps Government propose to take to boost Indian tourism in these countries?

THE MINISTER OF PARLIAMENTARY AFFAIRS AND TOURISM (SHRI H. K. L. BHAGAT): (a) Yes, Sir.

(b) to (d) During the Seventh Five Year Plan period it is proposed to sustain the current promotional measures undertaken by the Department of Tourism for promotional ativities of our Offices at Kuwait, Dubai, Tokyo, Bangkok, Kuala Lumpur and Singapore. It is proposed to open additional Offices at Cairo, Dahran and Hong Kong during this period. Marketing plans of our offices have been evolved on the basis of largest segment such as cultural tourism, pilgrimage, special interest tours, holiday tourism through increased trade promotion including technical education through workshops, seminars, FAM tours, brochure buy back, travel marts and coosumer relations including trade exhibitions, cultural shows. direct mailing, language editions of tourist literature, joint publicity with Air India and other carriers and increased advertising including TV in some places.

Construction of Dharamsalas and Yatrikas at Pilgrim places in the Country

1680. MISS SAROJ KHAPARDE: Will the Minister of PARLIAMENTARY AFFAIRS AND TOURISM be pleased to state:

(a) whether Government have identified pilgrim places in the country where Dharamsalas and Yatrikas are proposed to be constructed during the Seventh Plan period;

(b) if so, what are the names of such places in each State;

(c) whether Government are aware that large number of pilgrims visits Yamunotri, Gangotri, Kendarnath, Badrinath and Vaishno Devi every year;

(d) whether Government also propose to construct Dharamsalas at these piligrim places during the Seventh Plan period; and

(e) if so, what are the details thereof?

THE MINISTER OF PARLIAMENTARY AFFAIRS AND TOURISM (SHRI H. K. L. BHAGAT): (a) and (b) The Bharatiya Yatri Avas Vikas Samiti, a registered society, which receives grant-in-aid from the Central Department of Tourism, has a list of pilgrim centres where they propose to construct Yatrikas. The list is enclosed. (*See below*).

(c) Yes, Sir.

(d) and (e) The centres identified by the Samiti include Badrinath, Kedarnath, Gangotri (U.P.) and Vaishno Devi (J&K) where the Samiti propose to construct Yatrikas subject to availability of land and constraints of resources.